

ESTTA Tracking number: **ESTTA1101328**

Filing date: **12/14/2020**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Applicants	Baylor University
Application Serial Number	88757274
Application Filing Date	01/13/2020
Mark	SIC 'EM
Date of Publication	12/01/2020
Potential Opposer's Correspondence Information	JIM ARONOWITZ FERMATA PARTNERS, LLC 1440 DUTCH VALLEY PLACE SUITE 101 ATLANTA, GA 30324 UNITED STATES Primary Email: ja@fermatapartners.com Secondary Email(s): ja@fermatapartners.com 4049961966

**First 90 Day Request for Extension of Time to Oppose for Good
Cause**

Pursuant to 37 C.F.R. Section 2.102, University of Georgia Athletic Association, Inc., Butts-Mehre Heritage Hall, 1 Selig Circle, Athens, GA 30602, UNITED STATES, a corporation organized under the laws of Georgia, respectfully requests that it be granted a 90-day extension of time to file a notice of opposition against the above-identified mark for cause shown.

Potential opposer believes that good causes are established for this request by:

- The potential opposer needs additional time to investigate the claim
- The potential opposer needs additional time to confer with counsel

The time within which to file a notice of opposition is set to expire on 12/31/2020. University of Georgia Athletic Association, Inc. respectfully requests that the time period within which to file an opposition be extended until 03/31/2021.

Respectfully submitted,
/Jim Aronowitz/
Jim Aronowitz
ja@fermatapartners.com
12/14/2020